

Ref: D: STEC

May 2, 2016

The Secretary,  
**BSE Ltd**  
P J Towers,  
Dalal St,  
Mumbai 400 001

The Manager  
**National Stock Exchange of India Ltd**  
Exchange Plaza, 5th Floor  
Plot No.C/1, G Block  
Bandra- Kurla Complex Bandra (E)  
Mumbai 400 051

Sir,

**Ref: Scrip Code: BSE – 532498 and NSE - SHRIRAMCIT**

As required under Regulation 30 read with Schedule III (Part A) (12) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015, please find enclosed copy of the advertisement as appeared in Business Standard and Makkal Kural on April 30, 2016.

We request you to kindly take the above information on record

# DreamWorks sale leaves Katzenberg at crossroads

BY JAMES BARNES, EMILY STEEL  
AND MICHAEL CIEPLY  
New York, 29 April

For the past decade, Jeffrey Katzenberg's identity has been indistinguishable from the DreamWorks Animation brand. A relentless advocate for his little studio, he became famous for making 40 phone calls and conducting three breakfast meetings before 10 am (He says orders the same thing: Diet Coke.) Katzenberg's campaign to keep DreamWorks Animation afloat, even as the changing film business made that increasingly difficult, came down to one thing: He wanted to be his generation's Wasserman, the MCA chief who, as Hollywood's big everything — biggest political power, biggest cultural

## WHAT'S THE DEAL?

- Founded in 1994 by Katzenberg, Steven Spielberg and David Geffen.
- Katzenberg to sell DreamWorks Animation to Comcast's NBCUniversal for \$3.8 bn
- Deal will help NBCUniversal to compete with Disney in the global theme park, consumer products and children's television businesses

force, biggest business mogul. On Thursday, part of that dream ended. DreamWorks Animation, essential-

ly the sole remaining piece of a splashy conglomerate founded in 1994 by Katzenberg, Steven Spielberg and David Geffen, said it would sell itself to Comcast's sprawling NBCUniversal for \$3.8 billion. In return for a personal payout estimated at \$420 million, Katzenberg, 65, will reluctantly step aside, having never quite managed to become that kingpin.

The deal will provide NBCUniversal with family film franchises like "How to Train Your Dragon," "Shrek" and "Kung Fu Panda" that it can use in its quest to compete with Disney in the global theme park, consumer products and children's television businesses. But Hollywood was really only interested in one thing: Why did the intense and bespectacled Katzenberg, a die-hard animation enthusiast, finally call it a day? For more than two decades, Katzenberg has been

a fixture among Hollywood's elite, sitting courtside at Los Angeles Lakers games with the likes of Leonardo DiCaprio and Rihanna and reigning over an annual Oscar fund-raiser that draws every mogul in town. In 2012, he made White House officials blanch by insisting President Obama spend extended time chatting with donors at George Clooney's mansion; he got his way.

But as Geffen has graduated to philanthropy, donating hundreds of millions of dollars and seeing his name go up on the walls of some of the country's top cultural institutions, when he's not sailing the world on his mega-yacht, and Spielberg has continued to make Oscar-nominated films, Katzenberg has had to mostly focus on the grinding task of keeping DreamWorks Animation going.

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## Amazon's cloud business lifts profit to a record

BY JON WINGFIELD  
Seattle, 29 April

Amazon delivered a blowout quarter on Thursday, joining Facebook as one of the rare right spots in a technology sector that has recently produced a string of disappointing earnings reports.

Helped by its fast-growing Amazon Web Services busi-

ness, the company jumped to the most profitable quarter in its nearly 22-year history. Amazon often flip-flops between showing profits and losses, depending on how aggressively it decides to plow money into big new business bets. Investors have granted the company much wider leeway to do so than other technology companies of its size often

receive, because of its history of delivering outside growth.

For the first quarter, which ended March 31, Amazon reported net income of \$513 million, or \$1.07 a share, up from a loss of \$57 million, or 12 cents a share, in the same period a year ago. Revenue at the company rose to \$29.13 billion from \$22.72 billion a year ago.

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### Extract of Statement of Audited Consolidated Financial Results for the fourth quarter and year ended March 31, 2016

(Rs in Lakhs)

Particulars	Quarter Ended	Year Ended	Corresponding quarter ended in the previous year
	31.03.2016	31.03.2015	31.03.2015
Total income from operations (net)	37,327.93	1,43,118.43	35,482.22
Net Profit / (Loss) from ordinary activities	2,318.57	11,846.76	2,239.71

**Shriram City Union Finance Limited**  
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**SHRIRAM City**  
MONEY WHEN YOU NEED IT MOST

**Public Notice for change in terms and conditions of acceptance of fixed deposits by the Company with effect from May 1, 2016**

In furtherance of the statutory advertisement published by M/S Shriram City Union Finance Limited ("Company") in "News Today" and "Masalai Sudar" on November 13, 2015 as per the Non-Banking Financial Companies and Miscellaneous Non-Banking Companies (Advertisement) Rules, 1977, it is notified that the following interest rates on acceptance/renewal of fixed deposit shall come into force with effect from May 1, 2016 with all other terms and conditions remaining unchanged.

**1. INTEREST RATES ON FRESH DEPOSITS/RENEWALS**

Period (months)	Non Cumulative Deposits					Cumulative Deposit	
	Monthly % p.a.	Quarterly % p.a.	Half yearly % p.a.	Yearly % p.a.	Effective Yield % p.a.	Actual maturity value for Rs. 1,000/- (up to two decimal)	Maturity value for Rs. 5,000/-
12	7.95	8.00	8.08	8.25	8.25	1082.46	5,413
24	8.19	8.25	8.33	8.50	8.87	1177.32	5,887
36	8.19	8.25	8.33	8.50	9.25	1277.45	6,388
48	8.42	8.48	8.57	8.75	9.97	1398.81	6,994
60	8.42	8.48	8.57	8.75	10.42	1521.25	7,605

Additional benefit 0.25% per annum for Senior citizen is provided (Completed age 60 years on the date of deposit/renewal)

**2. The Company will accept application for fresh / renewal of Fixed Deposits at the revised rates of interest specified in the above mentioned table till further notice.**

All application forms for fixed deposits of the Company shall contain the above rates of interest in addition to other terms and conditions which may be referred to before investing in the Company's Fixed Deposit.

For Shriram City Union Finance Limited  
Sd/-  
C R DASH  
COMPANY SECRETARY

Place : Chennai  
Date : April 29, 2016

**BUSINESS STANDARD 30.4.2016**

**PUBLIC NOTICE**

This is to inform all concerned that effective 1st May 2016, Taj Television (India) Pvt. Ltd. shall cease to distribute the Zee Group channels (including Sports channels) namely, Zee TV, Zee Cinema, Zee Marathi, Zee Cafe, Zee Studio, Zee Bangla, Zee Salaam, Zee ETC, Zing, Zee



